



WDAF-TV

Revision ORDER

Print Date 10/08/12 Page 1 of 5

Flight Dates 10/08/12-11/06/12

Contract / Revision 565996 /

Original Date / Revision
08/03/12 10/05/12

Advertiser Koster/D/Atty Gen/MO

Agency LUC Media

Buying Contact

25 Whitlock Place
Suite 201
Marietta, GA 30064Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Product
MISSOURIANS 4 KOSTER

Agency Com 15%

Billing Contact

25 Whitlock Place
Suite 201
Marietta, GA 30064

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order # 09771611

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL CAN GEN

Product Codes PL11b

Priority 3

Advertiser Ref

Order Share 33% Market Value 526893

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	16%	84303
KCWE	%	0
KMBC	25%	131723
KMCI	%	0
KPXE	%	0
KSHB	25%	131723
KSMO	1%	5268

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	224	\$101,128.75	\$118,975.00	0.00
November 2012	105	\$46,665.00	\$54,900.00	0.00
Totals	329	\$147,793.75	\$173,875.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/28/12	224	\$101,128.75	\$118,975.00
10/29/12	11/05/12	105	\$46,665.00	\$54,900.00

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	4	10/08/12	11/02/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	MTWTF--	:30	8	\$600.00	2	0.00	NM	38	\$22,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--			8		\$600.00			0.00			
Week:		10/15/12	10/21/12	MTWTF--			10		\$600.00			0.00			
Week:		10/22/12	10/28/12	MTWTF--			10		\$600.00			0.00			
Week:		10/29/12	11/04/12	MTWTF--			10		\$600.00			0.00			
N 2	4	11/05/12	11/05/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	M-----	:30	2	\$600.00	2	0.00	NM	2	\$1,200.00
		FOX4 NEWS 6AM													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----			2		\$600.00			0.00			
N 3	4	10/08/12	11/02/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	MTWTF--	:30	10	\$525.00	2	0.00	NM	38	\$19,950.00



WDAF-TV

Print Date: 10/08/12

Page 2 of 5

Contract / Revision

565996

Flight Dates 10/08/12-11/06/12

Hiatus Dates

Original Date / Revision 08/03/12/ 10/05/12

Order Sep 00:15:00

Advertiser **Koster/D/Atty Gen/MO**

Product **MISSOURIANS 4 KOSTER**

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	4	10/08/12	11/02/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	MTWTF--	:30	10	\$525.00	2	0.00	NM	38	\$19,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--					8	\$525.00		0.00			
Week:		10/15/12	10/21/12	MTWTF--					10	\$525.00		0.00			
Week:		10/22/12	10/28/12	MTWTF--					10	\$525.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--					10	\$525.00		0.00			
N 4	4	11/05/12	11/05/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	M-----	:30	4	\$525.00	2	0.00	NM	4	\$2,100.00
FOX4 MORNING SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					4	\$525.00		0.00			
N 5	4	10/08/12	11/02/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	MTWTF--	:30	5	\$200.00	3	0.00	NM	18	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--					3	\$200.00		0.00			
Week:		10/15/12	10/21/12	MTWTF--					5	\$200.00		0.00			
Week:		10/22/12	10/28/12	MTWTF--					5	\$200.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--					5	\$200.00		0.00			
N 6	4	11/05/12	11/05/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
FOX4 NEWS 9AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$200.00		0.00			
N 7	4	10/13/12	11/03/12	Sa 7-9a Sa 7-9a	CM-All	Sa 7-9a	-----S-	:30	2	\$500.00	2	0.00	NM	8	\$4,000.00
FOX4 NEWS 9AM-SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					2	\$500.00		0.00			
Week:		10/15/12	10/21/12	-----S-					2	\$500.00		0.00			
Week:		10/22/12	10/28/12	-----S-					2	\$500.00		0.00			
Week:		10/29/12	11/04/12	-----S-					2	\$500.00		0.00			
N 8	4	10/14/12	11/04/12	Su 7-9a Su 7-9a	CM-All	Su 7-9a	-----S	:30	2	\$300.00	2	0.00	NM	8	\$2,400.00
FOX4 NEWS 9AM-SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					2	\$300.00		0.00			
Week:		10/15/12	10/21/12	-----S					2	\$300.00		0.00			
Week:		10/22/12	10/28/12	-----S					2	\$300.00		0.00			
Week:		10/29/12	11/04/12	-----S					2	\$300.00		0.00			
N 9	4	10/08/12	11/02/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	MTWTF--	:30	5	\$300.00	2	0.00	NM	18	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--					3	\$300.00		0.00			
Week:		10/15/12	10/21/12	MTWTF--					5	\$300.00		0.00			
Week:		10/22/12	10/28/12	MTWTF--					5	\$300.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--					5	\$300.00		0.00			
N 10	4	10/08/12	11/02/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	MTWTF--	:30	5	\$600.00	2	0.00	NM	20	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--					5	\$600.00		0.00			
Week:		10/15/12	10/21/12	MTWTF--					5	\$600.00		0.00			
Week:		10/22/12	10/28/12	MTWTF--					5	\$600.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--					5	\$600.00		0.00			



WDAF-TV

Print Date: 10/08/12

Page 3 of 5

Contract / Revision 565996 Flight Dates 10/08/12-11/06/12

Hiatus Dates

Original Date / Revision 08/03/12/ 10/05/12

Order Sep 00:15:00

Advertiser Koster/D/Atty Gen/MO

Product MISSOURIANS 4 KOSTER Estimate #

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 11	4	10/08/12	11/02/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	MTWTF--	:30	5	\$900.00	2	0.00 NM	19	\$17,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 10/08/12		10/08/12	10/14/12	MTWTF--					4	\$900.00		0.00		
Week: 10/15/12		10/15/12	10/21/12	MTWTF--					5	\$900.00		0.00		
Week: 10/22/12		10/22/12	10/28/12	MTWTF--					5	\$900.00		0.00		
Week: 10/29/12		10/29/12	11/04/12	MTWTF--					5	\$900.00		0.00		
N 13	4	10/28/12	10/28/12	Su 5-6p Su 5-6p	CM-All	5-6p	-----S	:30	1	\$250.00	2	0.00 NM	1	\$250.00
		FOX4 NEWS 5PM												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 10/22/12		10/22/12	10/28/12	-----S					1	\$250.00		0.00		
N 15	4	10/08/12	11/02/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	MTWTF--	:30	5	\$1,200.00	2	0.00 NM	19	\$22,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 10/08/12		10/08/12	10/14/12	MTWTF--					4	\$1,200.00		0.00		
Week: 10/15/12		10/15/12	10/21/12	MTWTF--					5	\$1,200.00		0.00		
Week: 10/22/12		10/22/12	10/28/12	MTWTF--					5	\$1,200.00		0.00		
Week: 10/29/12		10/29/12	11/04/12	MTWTF--					5	\$1,200.00		0.00		
N 17	4	10/28/12	11/04/12	Su 9-10p Su 9-10p	CM-All	9-10p	-----S	:30	1	\$1,200.00	2	0.00 NM	2	\$2,400.00
		FOX4 NEWS-9PM												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 10/22/12		10/22/12	10/28/12	-----S					1	\$1,200.00		0.00		
Week: 10/29/12		10/29/12	11/04/12	-----S					1	\$1,200.00		0.00		
N 18	4	10/08/12	11/02/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	MTWTF--	:30	3	\$1,200.00	2	0.00 NM	10	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 10/08/12		10/08/12	10/14/12	MTWTF--					2	\$1,200.00		0.00		
Week: 10/15/12		10/15/12	10/21/12	MTWTF--					2	\$1,200.00		0.00		
Week: 10/22/12		10/22/12	10/28/12	MTWTF--					3	\$1,200.00		0.00		
Week: 10/29/12		10/29/12	11/04/12	MTWTF--					3	\$1,200.00		0.00		
N 19	4	11/05/12	11/05/12	M-F 5-6p 530-6p (5:30 PM-6:00 PM)	CM-All	530-6p	M-----	:30	1	\$600.00	2	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 11/05/12		11/05/12	11/11/12	M-----					1	\$600.00		0.00		
N 20	4	11/05/12	11/05/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	M-----	:30	1	\$900.00	2	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 11/05/12		11/05/12	11/11/12	M-----					1	\$900.00		0.00		
N 21	4	11/05/12	11/05/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	M-----	:30	1	\$1,200.00	2	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 11/05/12		11/05/12	11/11/12	M-----					1	\$1,200.00		0.00		
N 22	4	11/05/12	11/05/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	M-----	:30	1	\$1,200.00	2	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 11/05/12		11/05/12	11/11/12	M-----					1	\$1,200.00		0.00		
N 23	4	10/08/12	11/02/12	M-F 7-9a 8-9a (8:00 AM-9:00 AM)	CM-All	8-9a	MTWTF--	:30	10	\$525.00	2	0.00 NM	35	\$18,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 10/08/12		10/08/12	10/14/12	MTWTF--					5	\$525.00		0.00		
Week: 10/15/12		10/15/12	10/21/12	MTWTF--					10	\$525.00		0.00		



WDAF-TV

Print Date: 10/08/12

Page 4 of 5

Contract / Revision **565996** Flight Dates **10/08/12-11/06/12**

Hiatus Dates

Original Date / Revision 08/03/12/ 10/05/12

Order Sep 00:15:00

Advertiser **Koster/D/Atty Gen/MO**

Product **MISSOURIANS 4 KOSTER**

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N23	4	10/08/12	11/02/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	MTWTF--	:30	10	\$525.00	2	0.00	NM	35	\$18,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					10	\$525.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--					10	\$525.00		0.00			
N24	4	11/05/12	11/05/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	M-----	:30	2	\$525.00	2	0.00	NM	2	\$1,050.00
Week:		11/05/12	11/11/12	M-----					2	\$525.00		0.00			
N25	4	10/08/12	11/02/12	M-F 5-6p 5-530p5-530P	CM-All	530-6p (5:00 PM-5:30 PM)	M-----	:30	5	\$600.00	2	0.00	NM	18	\$10,800.00
Week:		10/08/12	10/14/12	M-----					3	\$600.00		0.00			
Week:		10/15/12	10/21/12	M-----					5	\$600.00		0.00			
Week:		10/22/12	10/28/12	M-----					5	\$600.00		0.00			
Week:		10/29/12	11/04/12	M-----					5	\$600.00		0.00			
N26	4	11/05/12	11/05/12	M-F 5-6p 5-530p5-530P	CM-All	530-6p (5:00 PM-5:30 PM)	M-----	:30	1	\$600.00	2	0.00	NM	1	\$600.00
Week:		11/05/12	11/11/12	M-----					1	\$600.00		0.00			
N27	4	10/15/12	11/02/12	M-F 430a News M-F 430-5a News	CM-All	430-5a	MTWTF--	:30	5	\$100.00	3	0.00	NM	15	\$1,500.00
Week:		10/15/12	10/21/12	MTWTF--					5	\$100.00		0.00			
Week:		10/22/12	10/28/12	MTWTF--					5	\$100.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--					5	\$100.00		0.00			
N28	4	11/05/12	11/05/12	M-F 430a News M-F 430-5a News	CM-All	430-5a	M-----	:30	2	\$100.00	3	0.00	NM	2	\$200.00
Week:		11/05/12	11/11/12	M-----					2	\$100.00		0.00			
N29	4	10/15/12	11/02/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	MTWTF--	:30	5	\$200.00	3	0.00	NM	15	\$3,000.00
Week:		10/15/12	10/21/12	MTWTF--					5	\$200.00		0.00			
Week:		10/22/12	10/28/12	MTWTF--					5	\$200.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--					5	\$200.00		0.00			
N30	4	10/15/12	11/02/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	MTWTF--	:30	5	\$150.00	2	0.00	NM	15	\$2,250.00
Week:		10/15/12	10/21/12	MTWTF--					5	\$150.00		0.00			
Week:		10/22/12	10/28/12	MTWTF--					5	\$150.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--					5	\$150.00		0.00			
N31	4	10/15/12	11/02/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	MTWTF--	:30	5	\$250.00	3	0.00	NM	15	\$3,750.00
Week:		10/15/12	10/21/12	MTWTF--					5	\$250.00		0.00			
Week:		10/22/12	10/28/12	MTWTF--					5	\$250.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--					5	\$250.00		0.00			
N32	4	11/05/12	11/05/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	M-----	:30	1	\$250.00	3	0.00	NM	1	\$250.00
Week:		11/05/12	11/11/12	M-----					1	\$250.00		0.00			



WDAF-TV

Print Date: 10/08/12

Page 5 of 5

Contract / Revision

565996

Flight Dates 10/08/12-11/06/12

Hiatus Dates

Original Date / Revision 08/03/12/ 10/05/12

Order Sep 00:15:00

Advertiser Koster/D/Atty Gen/MO

Product MISSOURIANS 4 KOSTER

Estimate #

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
														Totals	329\$173,875.00